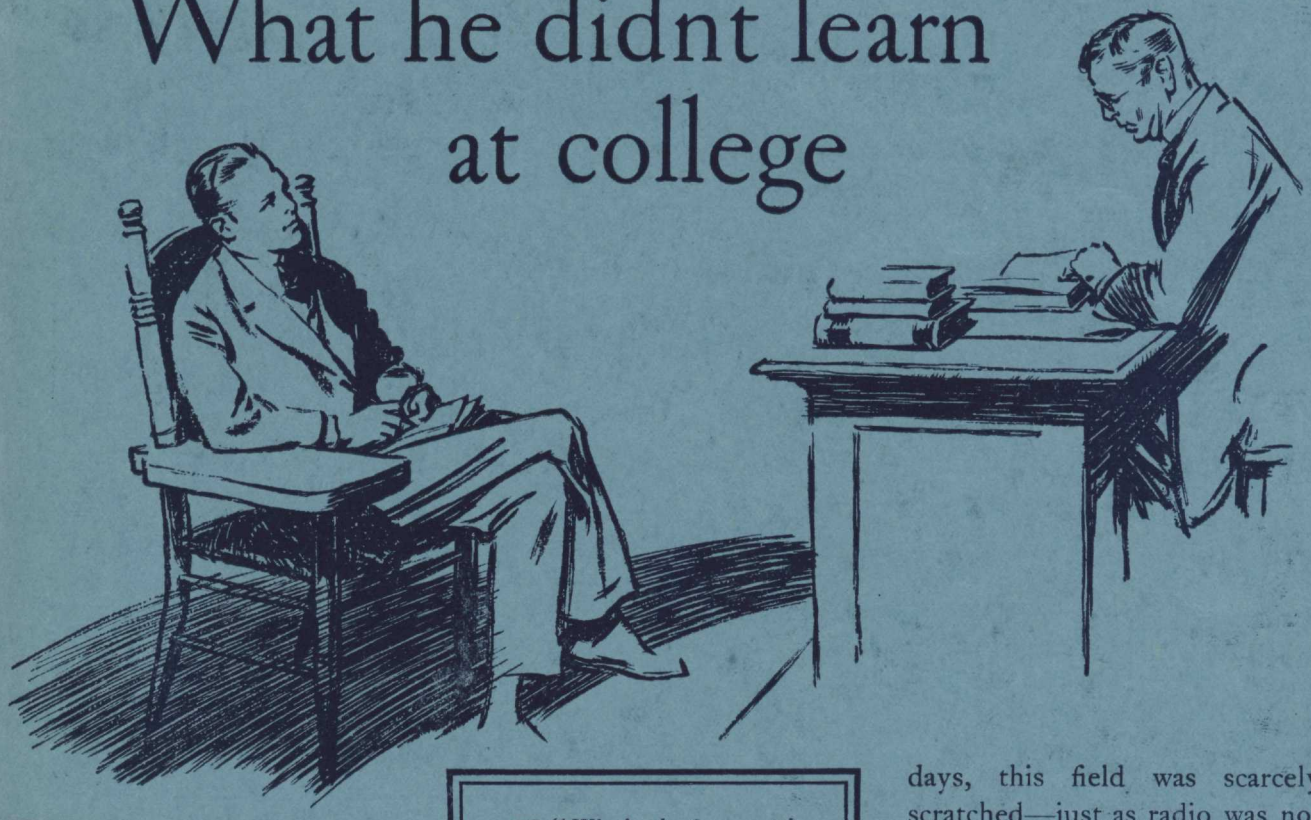
What he didn't learn at college



LAWRENCE DAY HOWELL

In his class work, Lawrence Day Howell, Princeton, Litt. B. '13, E. E. '19, never heard of marine applications for electrical equipment. In fact, they were practically unknown. Yet he now is in charge of the Marine Section, Transportation Division, of the Westinghouse Sales Department, located at New York.

When Howell came from college to the Westinghouse Graduate Students' Course, he had twelve months of thoroughgoing work in the shops at East Pittsburgh. Then he decided he wanted to enter the field which seemed most undeveloped and perhaps most promising of broad expansion. This was marine engineering.

"What's the future with a large organization?" That is what college men want to know, first of all. The question is best answered by the accomplishments of others with similar training and like opportunities. This is one of a series of advertisements portraying the progress at Westinghouse of college graduates, off the campus some five—eight—ten years.

Not five per cent of the present opportunities on the water have been opened for electrification. Yet there is more horsepower, in prime movers, on the ocean than there is on the land.

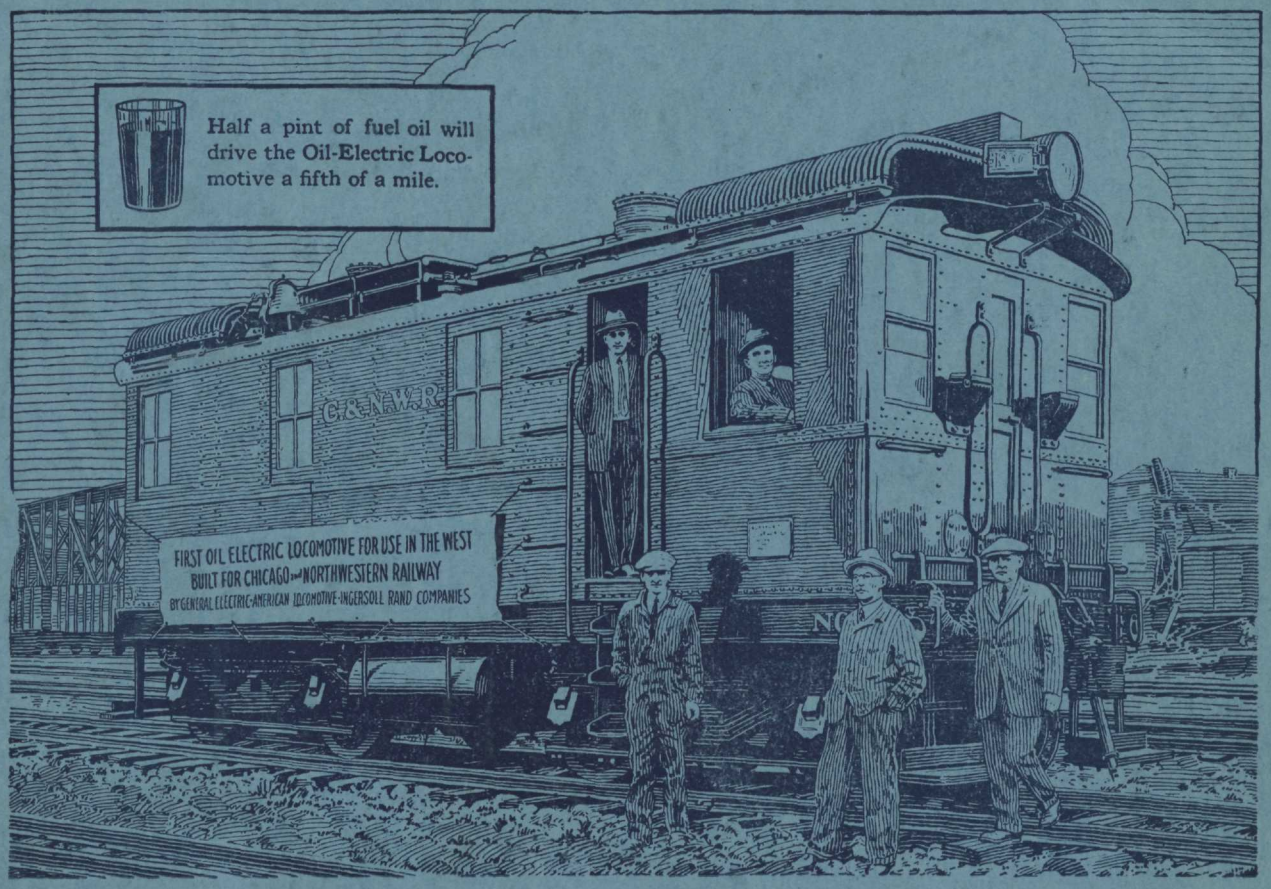
In Howell's undergraduate days, this field was scarcely scratched—just as radio was not known to many young engineers when they were in college. A college man's opportunities are not limited to the electrical developments now in existence.

In marine applications an order may assume large proportions. A single installation, negotiated by Howell recently, of the newly-developed Diesel-electric drive for a yacht, totaled $175,000. Such sales are not made overnight. They result from understanding fully a customer's needs.

To men with the knack of taking the other fellow's point of view, a career as Sales Engineer at Westinghouse brings returns in personal satisfaction as well as in worldly reward.

Westinghouse

WESTINGHOUSE ELECTRIC



832 miles for $11.90

On its initial trip from Schenectady to Chicago this Oil-Electric Locomotive, running light, traveled at a cost for fuel of less than 1½ cents a mile—832 miles for $11.90.

Five big railroads are already using this new type of locomotive. Developed jointly by the American Locomotive Company, the Ingersoll-Rand Company, and the General Electric Company, it is a significant example of what co-ordinated effort can produce.

A series of G-E advertisements showing what electricity is doing in many fields will be sent on request. Ask for booklet GEK-18.

One operating official estimates that this locomotive will save the Chicago & Northwestern Railway more than $10,000 a year. Every year electricity finds new ways to help the industries and homes of the nation.

The college graduate is the leader in these discoveries, whether it be in science or in applying known equipment to new uses. Think of electricity as a tool to help you along the paths of progress, no matter what your life's work may be.

391-10DH

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, SCHENECTADY, NEW YORK